

Af. World Fest.

2070941661

TO: Deane Gross
FROM: Yvette Robinson

DATE: March 19, 1997

SUBJECT: African World Festival

Overview

I am recommending that Community Event Marketing (CEM) participate in the 15th Annual African World Festival in Detroit, MI. The Festival takes place August 15th through the 17th at Detroit's Hart Plaza on the riverfront. The Festival is the largest free event about African American culture in the state of Michigan. The outdoor event is a three-day Festival where people from all walks of life gather to celebrate cultures from the African Diaspora. The festival helps impart hope, pride, motivation, and encouragement to preserve this rich cultural legacy through workshops, arts and crafts and music. Authentic cuisine and goods are offered by the over 250 on-site vendors that make up the open-air marketplace. The event is hosted by the largest African American museum in the country, Museum of African American History.

The event expects to attract approximately two million people during the three-day festival.

The cost to participate in the 15th Annual African World Festival is ~~\$100,000~~.

Situation Analysis

Helping to instill pride in a community is one of the best ways for a marketer to build a relationship within that community. Participating in an established event the magnitude of the African World Festival, affords the Benson & Hedges brand recognition both with the attendees and the media.

Recommendation

In order to enhance CEM's participation in events that have become the fabric of the community, I am recommending that Benson & Hedges participate in the African World Festival.

The African World Festival is the most popular and largest festival held in the Detroit area. Additionally, the festival provides immeasurable amounts of positive publicity to the sponsors who are involved.

Rationale

- The African World Festival is a smoker-friendly festival.
- The African World Festival affords an opportunity for CEM to embrace a culture.
- Since the expected attendance is approximately two million, the event should be cost-effective and afford excellent name-generation activities.

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- Check Stage Signage Sponsor